

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Public Relations - Corporate Communications

2011

COR1 Curriculum Modification for 2012-13

Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_contemporarymedia_prcorporatecomm_documentation

PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

- The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.
- The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO
- Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title:	Corporate Communication and Public Relations	
Program Alpha & Number:	COR1	
Effective Catalog Year:	2012/2013	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

The programs in the School of Contemporary Media have long supported community partnerships and project-based learning. Most of our programs have an internship requirement in the final semester. Now many of the programs will give the students the option of Internship or Community Consultancy.

The Community Consultancy is an opportunity for programs to offer students live client projects that support media goals similar to an internship experience. Each semester potential community partners, companies, and not-for-profit seek out the talents of students to help them communicate a visual, written, or audio message. The Community Consultancy will give students project-based learning activities and assist the community with special projects. The community consultancy will also create an environment for students from different programs to work together on capstone media projects. For instance, PR students, Theatre students, film and audio students might all work together to create a video piece and social media strategy for an event like "Walk for the Cure".

The Community Consultancy model will be similar to the approach in the LKSB but modified for the applied learning environment of The School of Contemporary Media.

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- How will changes affect student learning and success? (describe evidence to support this)

The community consultancy will give students an opportunity similar to an internship but by working in a client relationship.

- How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)

N/A

- How will changes affect the flow of the program?

N/A

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected).

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a ladder program or part of any other Fanshawe College program?

A similar course exists in LKSB.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.

3.02 Consultation With Other Programs/Schools/Services

- What programs/schools/services have been consulted? LKSB
- What feedback and suggestions have been offered through consultation?

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.

N/A

4.02 Services

- Outline all consequences on other areas.

N/A

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.

N/A

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Outline changes to materials fees.

N/A

Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant
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☐ Approved

☐ Not Approved / Requires Changes

D. Morningstar

Chair of School/Campus (signature)

Nov 29 2011

Date

Dean of Faculty (signature)

Date

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

[Signature]
DEAN - FAM D

Nov 30, 2011

WJ

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NOV 29 2011

Degree Audit Report

REGISTRAR

Catalog: 2012/2013

Program: COR1

Name: Corporate Communication
and Public Relations

Department: COM - Contemporary Media

Academic Level: PS

CCD: 7 - 2AcadSem/600-700 hrs

Grade Scheme: LG2

Major: COR1 - Corp Comm & Public Relations

Div: COM - Contemporary Media

Co-Op Indicator: N/A

Academic Program Requirement

Total Credits: 44.20

Residency Reqmt: 12.00

GPA Requirement: 2.000

Residency Reqmt GPA: 2.000

Minimum Grade: D

Academic Requirement: COR1.12 Corporate Communication & Public Relations

Major: COR1

Grade Scheme: LG2

Minimum GPA: 2.00000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMP-6020	Internet Research and Web Page Design	45.00	3.00	
CORP-6006	Trends & Technologies in PR	45.00	3.00	
CORP-6002	Presentation Skills & Multimedia I	45.00	3.00	
CORP-6007	InDesign 1	45.00	3.00	
PBRL-6002	Public Relations & Ethics-Case Study	45.00	3.00	
PBRL-6003	Writing for Public Relations	45.00	3.00	
SKLS-6001	Facilitation Skills	45.00	3.00	
PBRL-6011	Intro to Public Relations & Corp. Comm.	45.00	3.00	

Subrequirement: Level 2

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
COMP-6021	Applied MS Office Skills	45.00	3.00	
COMP-6007	Photoshop	45.00	3.00	
CORP-6008	InDesign 2	22.50	2.00	
PBRL-6012	Strategic Planning & Crisis Management	45.00	3.00	
PBRL-6013	Specializations in PR	45.00	3.00	
PBRL-6007	Writing for PR & Media Relations	45.00	3.00	
FLDP-6001	Independent Study Program Topic	120.00	3.20	

remove

Subrequirement: Check Residency

Students Must Complete a Minimum of 12 of the Program Credits at Fanshawe to meet the Residency Requirement and Graduate from this Program.

Subrequirement - Add'l Req.
Take 1 of the following:

Group 1

FLDP-6001

Group 2

MBMT-5071
Community Consultancy

D. Morningstar

Cont. Media Nov 29

2011

Degree Audit Report

Approved By Chair/Manager:


Approved by Dean:

Department and Date:

Nov 29, 2011
Date:

General Education Approved By(as appropriate):

Date:

40 2K
Dec 19/11